

Wrap Side Bed Caps



Dee Zee offers Hybrid wrap side bed caps, its newest line of truck bed products. These bed caps offer the protection of Brite-Tread aluminum and the fit and look of ABS plastic. Custom fit applications are available for most of today's pickups with easy installation.

RAPID RESPONSE 163

Tonneau Covers Program



Advantage Truck Accessories has introduced a special program to reward resellers of its tonneau covers. New and existing resellers can get special pricing, free point of sale items, news of special promotions, and a cash bonus with an initial qualifying order. In addition, a special discount will be in effect for the next 12 months, for those who enroll as a Platinum Preferred Reseller.

RAPID RESPONSE 257

Clamps



Bully Truck Accessories

offers its WTD-823 Bully Clamp. This stainless steel invention clamps anywhere on your truck rails with 300lb tie down force, perfect for trucks w/o stake pocket holes and use

under tonneau covers to hang shopping bags as well as tool bags. A counter top display available. **RAPID RESPONSE 283**

Tonneau Covers



LEER says tonneaus are an ideal solution for truck buyers who want the "go-anywhere, do-anything" personality of a pickup, but need to secure their cargo and protect their truck beds. LEER says it makes use of electronic data provided by the vehicle manufacturers to bring new tonneaus to market. **RAPID RESPONSE 177**

Truck Bed Lighting Kits



3M has introduced Truck Bed Lighting Kits featuring 3M's Light-by-Wire technology, giving consumers new choices in truck bed illumination. This 3M technology is especially well-suited to the truck bed application with its low-profile, durable construction. **RAPID RESPONSE 151**

Work Cover



Truck Covers USA offers its American Work Cover. Product features include not only the superior construction of the American Roll Cover itself, but a heavy-duty galvanized sheet metal sectioned toolbox; rust preventative properties; space saving design; OEM grade locking mechanism; cargo lighting options and two sliding trays. **RAPID RESPONSE 250**

Tonneau Covers



Rizor Tonneau Covers, a division of Fiber-Werx International, offers its product for the 2009 Ford F-150. This adds to the current lineup of 2008 and prior models for both Ford and GMC. Rizor also expects to have Dodge Ram, Nissan Titan and Toyota Tundra available early in 2009.

RAPID RESPONSE 285

Cargo Slide POP Display



Jotto Cargo Slide

says educate your customers with its fully interactive retail POP model and increase your sales. Show your customers, first hand, how the

Jotto-Cargo Slide directly serves their everyday or heavy duty needs. Using the "PULL" release knob, you can demonstrate quick, easy access to what is needed most, right at their fingertips. **RAPID RESPONSE 312**

Sportz Truck Tent



Napier Enterprises offers the Sport Truck Tent III, a truck tent that has a sewn-in floor. The Tent allows you to sleep high and dry in the bed of your truck up off of the cold, dirty ground. It assembles in the back of your open-bed pickup, creating a comfortable, restful sleeping area for two people with over 5.5 ft. of headroom. **RAPID RESPONSE 313**